



February 9, 2012

Shoshana M. Grove
Secretary
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268-0001

Re: Docket No. MT2011 - 3

In accordance with Commission Order No. 687, issued March 1, 2011 in Docket No. MT2011-3, the Postal Service presents its data collection report for Quarter 1 of FY 2012 on the market test for Every Door Direct Mail -Retail (EDDM-R).

The following information is provided pursuant to the Commission's request for EDDM-R data (Order No. 687 at 12-13)

- The total number of customers that used EDDM-R:
 - 9,506 customers used EDDM-R between October 1, 2011 and December 31, 2011.
- The total number of customers that used a different postal product or postal service for marketing in the 90 days prior to mailing EDDM-R:
 - 807 customers used a different postal product or postal service for marketing in the 90 days prior to using EDDM-R.
- The total volume of EDDM-R sent, in aggregate and by delivery unit:
 - The aggregate volume of EDDM-R between October 1, 2011 and December 31, 2011 was 57,276,993 pieces. This total includes volumes entered at non-PostalOne! locations, but only the PostalOne! data provide the basis for the other numbers in this report. The volume of EDDM-R by delivery unit is listed in detail in the workbook filed in conjunction with this report.
- The average size of the mailing:
 - The average mailing size between October 1, 2011 and December 31, 2011 was 2,048 pieces.

- The proportion of total EDDM-R mail entered by day:
 - The proportion of the total EDDM-R mail entered by day between October 1, 2011 and December 31, 2011 is shown in the table below:

Day of the Week	Proportion of Total EDDMR Volume
Monday	17%
Tuesday	22%
Wednesday	23%
Thursday	19%
Friday	15%
Saturday	4%
Total	100%

COMMISSION-REQUESTED DATA

The workbook (filed in conjunction with this report) "PRC EDDMR Data FY11Q4.xls" includes the summary and detailed data requested by the Commission, including transactions in aggregate and by delivery unit from October 1, 2011 to December 31, 2011. Delivery Unit identifications are masked with generic identification numbers in the aforementioned file.

Sincerely,

David H. Rubin
Attorney